CAND



Contract / Revision

New till 02/05/09

Agency GMMB

Original Date / Revision

10/29/12

Advertiser Pol/Pres/D/Barack Obama

## **WKMG**

263237 /

10/29/12

## ORDER

Flight Dates 10/30/12-11/06/12

Order Sep 00:15:00 2265 Estimate # **Product** Alt Order # 06399486 OBAMA FOR AMERICA Cash Billing Type Agency Com 15% Order Type **GENERAL Billing Contact** EOM/EOC Billing Cycle Billing Calendar BROADCAST 3050 K Street NW Suite 100 Demographic A35+ Washington, DC 20007 POL **AGY Rev Codes** Product Codes PL-Presidential-Democrat

**Priority** 

Advertiser Ref

**Buying Contact** Sales Office PHI Sales Region NAT 3050 K Street NW

Suite 100 Washington, DC 20007

Primary Account Executive Kristen Waskie

Start Date **End Date** Account Executive Order% Kristen Waskie 100%

Agency Ref

Order Share 100% Market Value 61300

P-2

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Billing Plan **Order Totals** # Spots Net Amount Gross Amount Rating Start Date End Date **Net Amount Gross Amount** # of Spots Month \$61,300.00 23 \$52,105.00 0.00 10/29/12 11/06/12 \$61,300.00 November 2012 23 \$52,105.00 0.00 \$61,300.00 \$52,105.00 Totals 23

I Oh Otani I	End	Inventory Code	Break	Start/End T	ime Davs	Len Spo	ots	Rate Pri	Rtg Type S	<u>Tota</u> Spots	ls Amount
211 011 011							2	\$900.00 P-2	0.00 NM	2	\$1,800.00
E 1 WKMG 10/30/12 1	1/05/12	Morn News at 5a	CM	5-530a	MTWTF	1:00	4	\$500.00 F -2	0.00 14141	~	Ψ1,000.00
		Morn News at 5a							1		
Start Date En	nd Date	Weekdays S	Spots/Week	<u>Rate</u>	<u>Rating</u>						
	/05/12	MTWTF	2	\$900.00	0.00						
E 2 WKMG 11/06/12 1	1/06/12	Morn News at 5a	CM	5-530a	-1	1:00	1	\$900.00 P-2	0.00 NM	1	\$900.00
L Z VVI(NO 11/00/12 )	,	Morn News at 5a									
Start Date Er	nd Date	Weekdays S	Spots/Week	<u>Rate</u>	Rating						
	1/11/12	-1	1	\$900.00	0.00			<u> </u>			
E 3 WKMG 10/30/12 1	11/05/12	Morn News at 530a	. CM	530-6a	MTWTF	1:00	2	\$1,400.00 P-2	0.00 NM	2	\$2,800.00
		Morn News at 530a	1								
Start Date Er	nd Date	Weekdays S	Spots/Week	<u>Rate</u>	Rating				I		
	1/05/12	MTWTF	2	\$1,400.00	0.00	******					
	11/05/12	CBS This Morning	СМ	7-9a	MTWTF	1:00	2	\$1,400.00 P-2	0.00 NM	2	\$2,800.00
_ ,		The Early Show									
Start Date Er	nd Date	Weekdays S	Spots/Week	<u>Rate</u>	Rating				1		

Print Date: 10/29/12 Page 2 of 2



**WKMG** 

263237

Flight Dates 10/30/12-11/06/12

Hiatus Dates

Original Date / Revision 10/29/12/ 10/29/12

Order Sep 00:15:00

Advertiser Pol/Pres/D/Barack Obama Product OBAMA FOR AMERICA Estimate # 2265

									Tota	
Ln Ch Star	t End	Inventory Code	Break	Start/End T	ime Days	Len Sp		Rtg Type S	A CONTRACTOR OF THE PROPERTY O	Amount
E 4 WKMG 10/30	/12 11/05/12	CBS This Morning	СМ	7-9a	MTWTF	1:00	2 \$1,400.00 P-2	0.00 NM	2	\$2,800.00
		The Early Show								
Start Date			Spots/Week	Rate	Rating					
Week: 10/30/12	11/05/12	MTWTF		\$1,400.00	0.00	1:00	1 \$1,400.00 P-2	0.00 NM	1	\$1,400.00
E 5 WKMG 11/06	/12 11/06/12	CBS This Morning	CM	7-9a	-1	1.00	ι ψι,400.001-2	0.00 11111	•	Ψ1,100.00
0/ / 0-4-	End Data	The Early Show	Spots/Week	Ra <u>te</u>	Rating					
<u>Start Date</u> Week: 11/05/12	End Date 11/11/12	<u>Weekdays</u> -1		\$1,400.00	0.00					
E 6 WKMG 11/06		10-11a Let's Make		10-11a	-1	1:00	1 \$1,600.00 P-2	0.00 NM	1	\$1,600.00
E O WIGHE THOU	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	Let's Make a Dea								
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating			1		
Week: 11/05/12	11/11/12	-1	1	\$1,600.00	0.00	·		0.00.1111		<b>#0.000.00</b>
E 7 WKMG 10/30	/12 11/05/12			12-1230p	MTWTF	1:00	4 \$2,400.00 P-2	0.00 NM	4	\$9,600.00
		Local 6 News 12-			D. Charles					
Start Date		<u>Weekdays</u>	Spots/Week		Rating 0.00					
Week: 10/30/12	11/05/12	MTWTF		\$2,400.00	MTWTF	1:00	2 \$1,300.00 P-2	0.00 NM	2	\$2,600.00
E 8 WKMG 10/30	0/12 11/05/12	530-6p The Inside Insider	er CM	530p-6p	Vt   QV 1 t	1.00	Σ ψ1,000.001 Ξ			• •
Start Date	End Date	Weekdavs	Spots/Week	Rat <u>e</u>	Rating					
<u>Start Date</u> Week: 10/30/12	11/05/12	MTWTF		\$1,300.00	0.00					
E 9 WKMG 10/30			e Ed CM	730-8p	MTWTF	1:00	2 \$3,400.00 P-2	0.00 NM	2	\$6,800.00
L 9 WINIO 10/00	3,12 11,00,12	Inside Edition		•				-		
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/30/12	11/05/12	MTWTF		\$3,400.00	0.00			0.00 101	•	£4.000.00
E 10 WKMG 11/0:	3/12 11/03/12			3-330p	2-	1:00	2 \$2,000.00 P-2	0.00 NM	2	\$4,000.00
		College FB Toda			B. 45					
Start Date		<u>Weekdays</u>	Spots/Week		<u>Rating</u> 0.00					
Week: 10/29/12	11/04/12	2-		\$2,000.00	1	1:00	1 \$8,000.00 P-2	0.00 NM	1	\$8,000.00
E11 WKMG 11/0	4/12 11/04/12	NFL TODAY NFL TODAY	CM	various		1,00	Ι ΦΟ,300.001 -			
Ctant Date	s End Date	Week <u>days</u>	Spots/Week	Rate	Rating					
<u>Start Date</u> Week: 10/29/12	<u>End Date</u> 11/04/12	1		\$8,000.00	0.00					
E 12 WKMG 11/0		Sun Prime 8-9p	СМ	8-9p	1	1:00	1\$16,000.00 P-2	0.00 NM	1	\$16,000.00
E 12 WANG 1170	-512 (1701) (Z	Amazing Race		•						
Start Dat	e End Date	<u>Weekdays</u>	Spots/Weel	<u>c Rate</u>	Rating					
Week: 10/29/12		1		1\$16,000.00	0.00			0.00 184	4	\$1,400.00
E 13 WKMG 10/3	0/12 11/02/12	CBS This Mornin	g CM	7-9a	-TWTF	1:00	1 \$1,400.00 P-2	0.00 NM	1	\$1, <del>4</del> 00.00
		The Early Show			- ·					
Start Dat			Spots/Weel		<u>Rating</u> 0.00					
Week: 10/29/12		-TWTF		1 \$1,400.00	MTWTF	1:00	1 \$1,600.00 P-2	0.00 NM	1	\$1,600.00
E14 WKMG 10/3	0/12 11/05/12	2 10-11a Let's Mak Let's Make a De		10-11a	[v] E BA E 4	1.00	, 4.,000,001			•
01-15-1	- End Data		Spots/Wee	k Rate	Rating					
<u>Start Dat</u> Week: 10/30/12		<u>weekdays</u> MTWTF		1 \$1,600.00	0.00					
VVCCN. 10/30/12	11/00/12							Totals	23	\$61,300.00